



www.kpho.com

CBS5
Meredith Corporation
FED ID# 42-0410230
4016 N Black Canyon
Phoenix, AZ 85017
(602)264-1000

CONTRACT

<u>Contract / Revision</u> 500269 / 1		<u>Alt Order #</u> 06397522
<u>Product</u> NOW OR NEVER PAC		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 3089
<u>Advertiser</u> Now Or Never PAC		<u>Original Date / Revision</u> 10/25/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KPHO	<u>Account Executive</u> Matt Norten	<u>Sales Office</u> HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KPHO	10/29/12	11/02/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-WTF--				4	\$450.00			
2	KPHO	11/05/12	11/06/12	CBS 5 NEWS @ 6A	M-F 6-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$450.00			
3	KPHO	10/29/12	11/02/12	CBS EARLY SHOW	M-F 7a-9a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				6	\$500.00			
4	KPHO	11/05/12	11/06/12	CBS EARLY SHOW	M-F 7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$500.00			
5	KPHO	10/29/12	11/02/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M--TF--				3	\$2,000.00			
6	KPHO	11/05/12	11/05/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$2,000.00			
7	KPHO	10/30/12	11/02/12	YOUNG & THE RESTLESS	M-F 1059a-1159a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$2,000.00			
8	KPHO	10/29/12	11/02/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,800.00			
9	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 5P	M-F 5p-530p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,800.00			
10	KPHO	10/30/12	11/02/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,600.00			
11	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 530P	M-F 530p News		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	NOW OR NEVER PAC	3089

Advertiser	Original Date / Revision
Now Or Never PAC	10/25/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$1,600.00												
12	KPHO	10/29/12	11/02/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	5	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,500.00												
13	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$2,500.00												
14	KPHO	10/29/12	11/02/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	5	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$3,000.00												
15	KPHO	11/05/12	11/05/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$3,000.00												
16	KPHO	10/30/12	11/02/12	DAVID LETTERMAN	M-F 1035p-1138p		:30			NM	3	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -T-TF-- 3 \$900.00												
17	KPHO	11/05/12	11/05/12	DAVID LETTERMAN	M-F 1035p-1138p		:30			NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 11/05/12 11/11/12 1----- 1 \$900.00												
18	KPHO	10/30/12	10/30/12	NCIS	Tue 7p-8p		:30			NM	1	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -1----- 1 \$15,000.00												
19	KPHO	11/04/12	11/04/12	60 MINUTES	Sun 6p-7p		:30			NM	1	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$18,000.00												
20	KPHO	11/04/12	11/04/12	NFL Doubleheader-E	NFL Doubleheader		:30			NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$10,000.00												
21	KPHO	10/27/12	10/27/12	CBS 5 NEWS @ 5P	Sa 5PM News		:30			NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1- 1 \$850.00												
22	KPHO	11/03/12	11/03/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1- 1 \$1,500.00												
23	KPHO	10/28/12	10/28/12	CBS SUNDAY MORNING	Various		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$1,500.00												
24	KPHO	11/04/12	11/04/12	CBS SUNDAY MORNING	Various		:30			NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$2,000.00												
25	KPHO	10/28/12	10/28/12	FACE THE NATION	Su 930a-10a		:30			NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$4,000.00												
26	KPHO	11/04/12	11/04/12	FACE THE NATION	Su 930a-10a		:30			NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$2,500.00												
27	KPHO	10/28/12	11/04/12	Su Late News	Su 10p-1035p		:30			NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1 1 \$2,000.00												

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1 1 \$2,000.00												
29	KPHO	11/03/12	11/03/12	NCAA F-Ball Prime	NCAA F-Ball Prime		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----1- 1 \$3,000.00												
30	KPHO	10/27/12	10/27/12	NCAA Football Reg Season	NCAA Football		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -----1- 1 \$1,000.00												
31	KPHO	11/03/12	11/03/12	Weekend Early News Specia	Weekend Early Ne		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,000.00												
Totals											61	\$138,450.00

*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	5	\$9,350.00	\$7,947.50	\$39.74	\$7,987.24
10/29/12 - 11/06/12	56	\$129,100.00	\$109,735.00	\$548.68	\$110,283.68
Totals	61	\$138,450.00	\$117,682.50	\$588.42	\$118,270.92

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ **Yes**

 ☒ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NOW OR NEVER PAC - 4131 N. MULBERRY DR. STE. 200, KANSAS CITY, MO. 64116
 TREASURER - JAMES C. THOMAS III

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/25/12

Date

[Signature]
Signature

10/25/12
Contact/Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title